



# Neighborhood Development

## The Challenge of Revitalization

**Chesterfield County  
2009**



# Suburban Blight

“400 suburban jurisdictions in 24 states meet HUD’s criteria for distress”

HUD “State of the Cities” Report 1999





# Suburban Blight

“as in central cities, disinvestment is creating blighted areas and sapping these communities of their economic vitality”

HUD 1999





# Suburban Change

TODAY – More U.S.  
poor in suburbs  
than cities

2000 - 2007

Chesterfield poor  
increasing







# Older Suburban Area Challenges

1. Inadequate housing stock
2. Obsolete commercial and industrial property
3. Shrinking tax base
4. Aging infrastructure
5. Increasing police & social services



# Chesterfield County's Strategy

## Re-establish Healthy Communities

- Jefferson Davis Corridor
- Ettrick Village
- Cloverleaf Mall Area

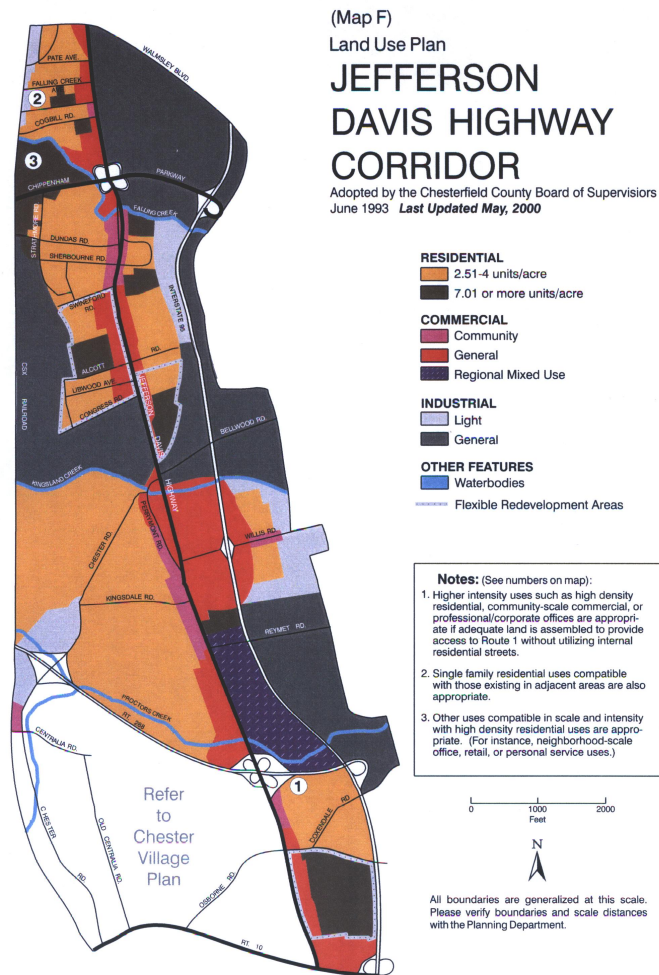
## Sustain older residential and commercial areas

## Preventing Blight - dominate future issue





# Jefferson Davis Corridor Plan



## Key Initiatives:

1. Jefferson Davis Association Formed
2. Enterprise Zone Established
3. Neighborhood & Housing Improvement
  - Neighborhood Parks
  - Housing Rehabilitation
  - New Housing
4. Pro-Active Code Enforcement





FOOD LION

FAST FINE FISH

















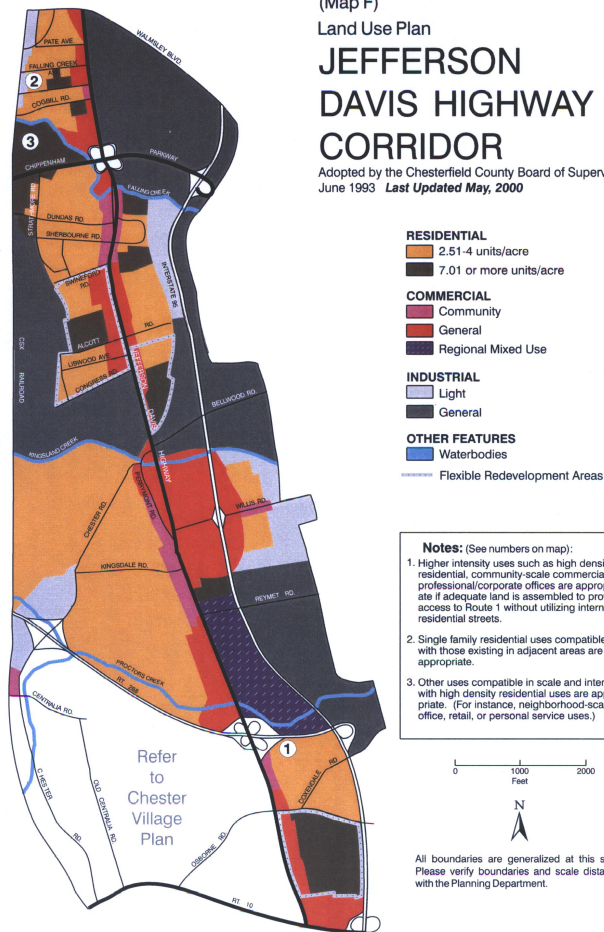


Steve  
Warriner  
379-1000  
ext. 310



# Jefferson Davis Study Enterprise Zone

(Map F)  
Land Use Plan  
**JEFFERSON  
DAVIS HIGHWAY  
CORRIDOR**  
Adopted by the Chesterfield County Board of Supervisors  
June 1993 *Last Updated May, 2000*



Established in 1994

590+ businesses  
established/expanded

3,383 jobs created

\$475 million in new investment  
since 1999





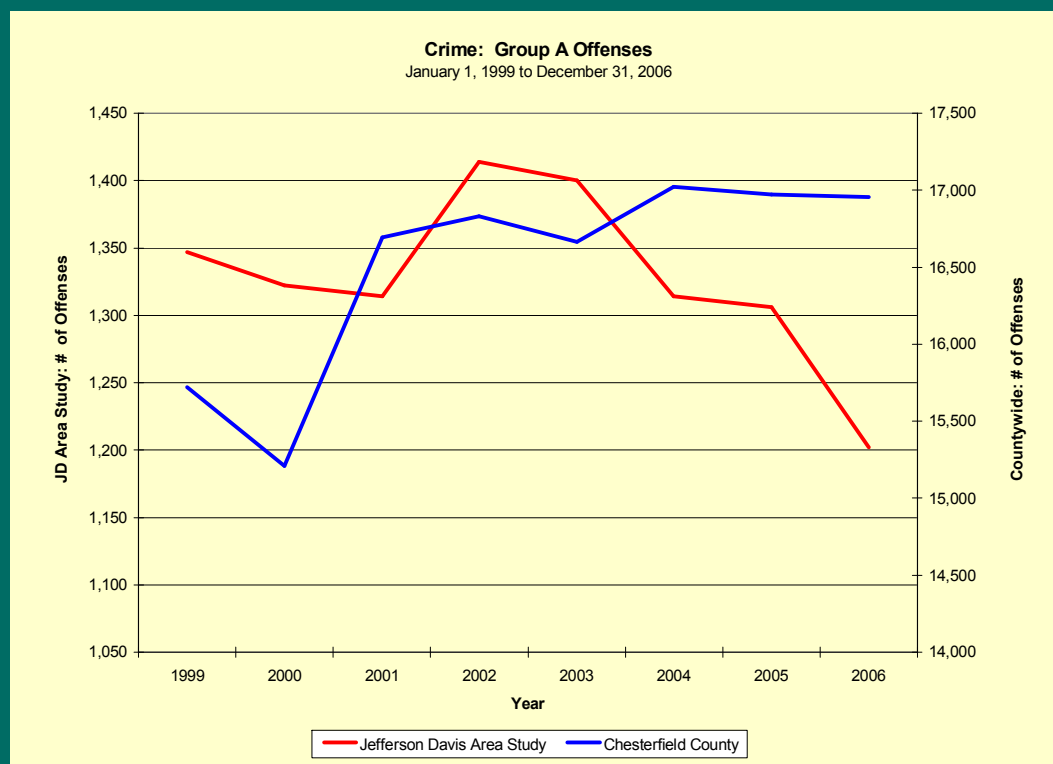
# Jefferson Davis Study

## Public Safety

### Major Crime

Jeff Davis – down 11%

Countywide – up 8%





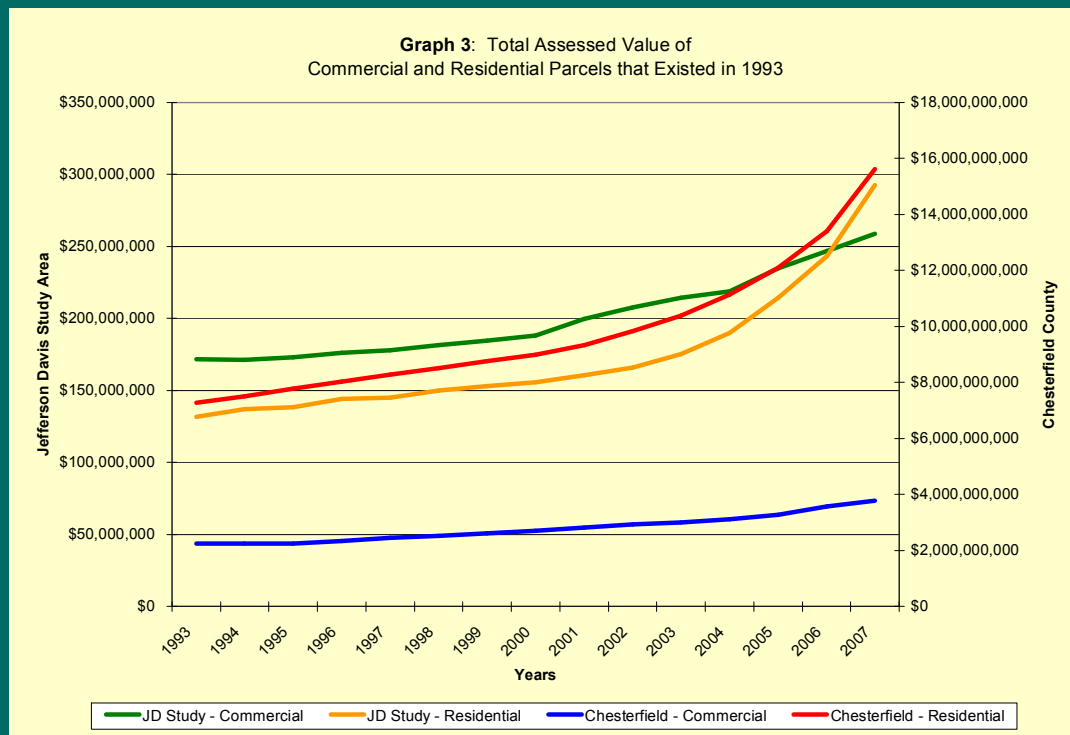
# Jefferson Davis Study

## Existing Real Estate Value 1993-2007

### Existing Properties

C 51% increase

R 122% increase

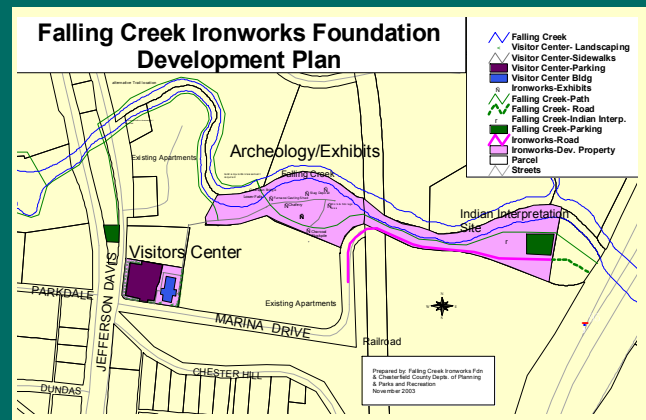




# Much More To Do!

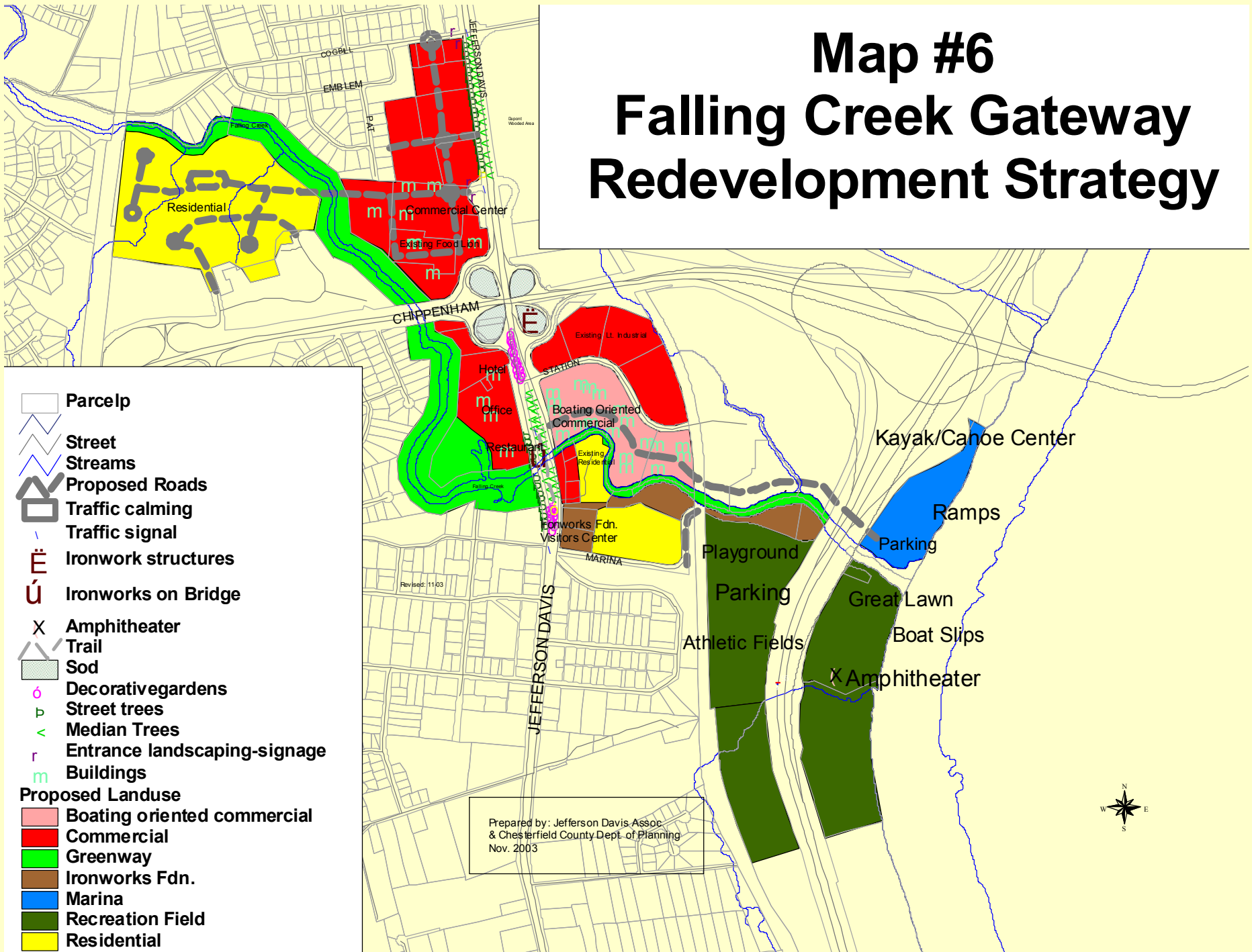
## Jefferson Davis Association Initiatives

1. Streetscape Improvements
2. Housing
3. Quality of Life  
+ History
  - Ironworks site
  - Historic Route 1 Corridor  
+ Parks/River Access
4. Trailer Park Redevelopment



# Map #6

## Falling Creek Gateway Redevelopment Strategy



















**FAMILY DOLLAR**

**JADE GARDEN**  
CHINESE FOOD, FRIED CHICKEN & BAR  
TEL: 814-271-8888 8885

**FAMILY  
DOLLAR**

**CLEARANCE**





 **CANCUN**  
Restaurant

CAN CUN  
SE SOLISITA  
MEZERAZ  
9 PM ABC ON  
POL RQ DM



  
**Buildings and  
Truck Accessories**  
804-371-1888  





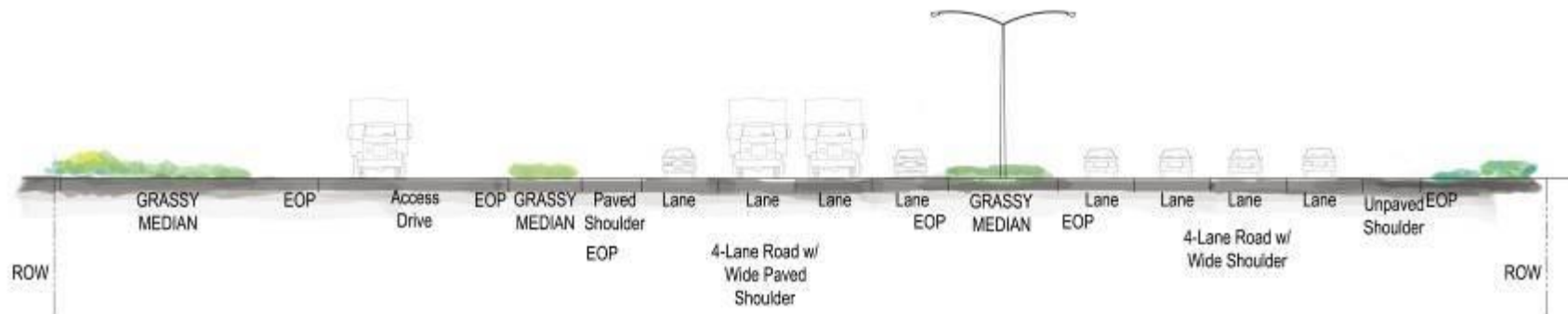



# Streetscape Project

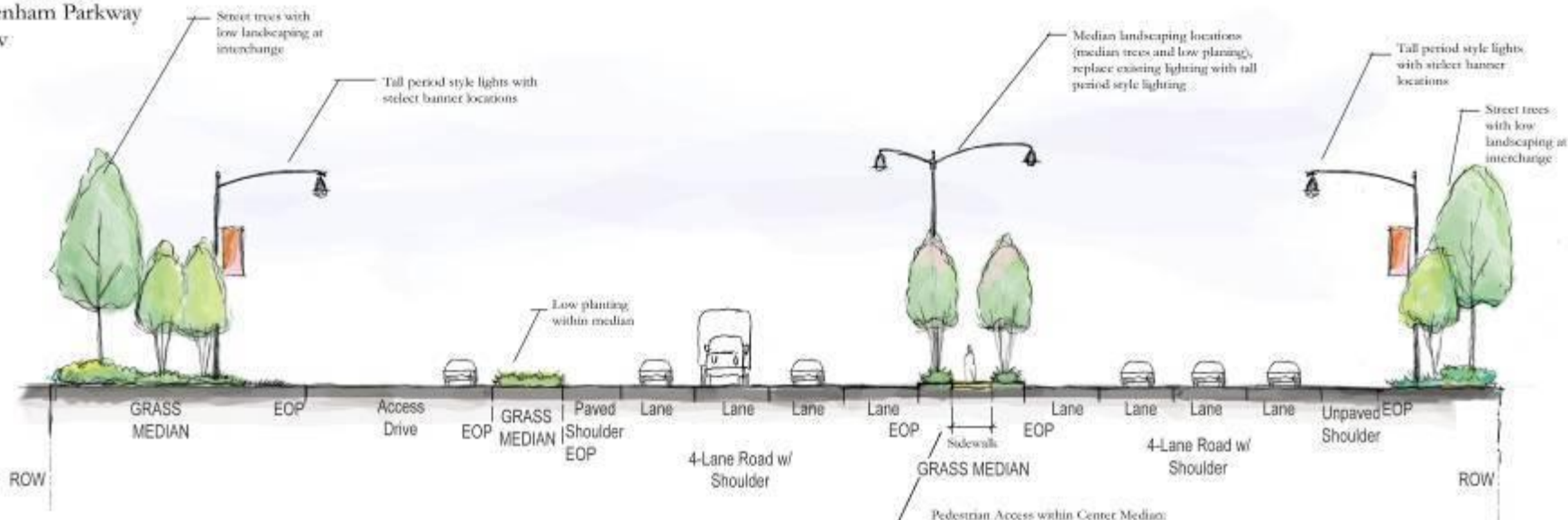
## Jefferson Davis Highway Corridor



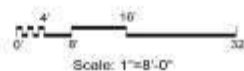




Section B - Existing  
At Chippenham Parkway  
South View



Section B - Proposed  
At Chippenham Parkway  
South View



















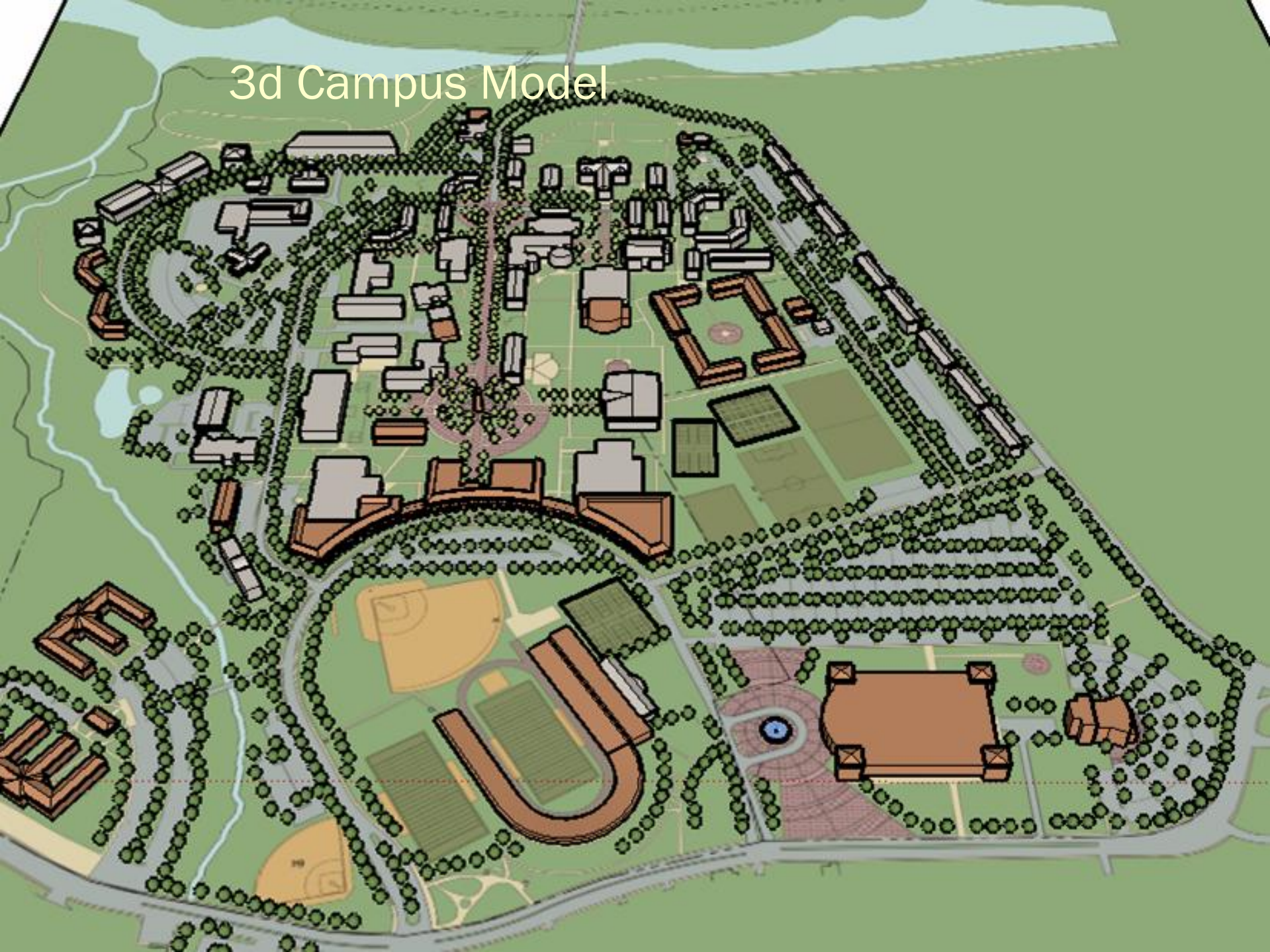
Ronald E. Terry, D.M.D.  
*Family Dentistry*  
21207 526-2424







# 3d Campus Model





# Ettrick Village Initiatives

1. Virginia State University Expansion
2. Blighted buildings removal
3. Chesterfield Avenue Improvements
  - College-town retail
  - Streetscape improvements
4. Housing – new and rehabilitation









# Chesterfield Avenue







CLOVERLEAF  
MALL IS NOW  
CLOSED

THANK YOU  
FOR YOUR  
PATRONAGE  
THROUGHOUT  
THE YEARS

*Cloverleaf*  
MALL









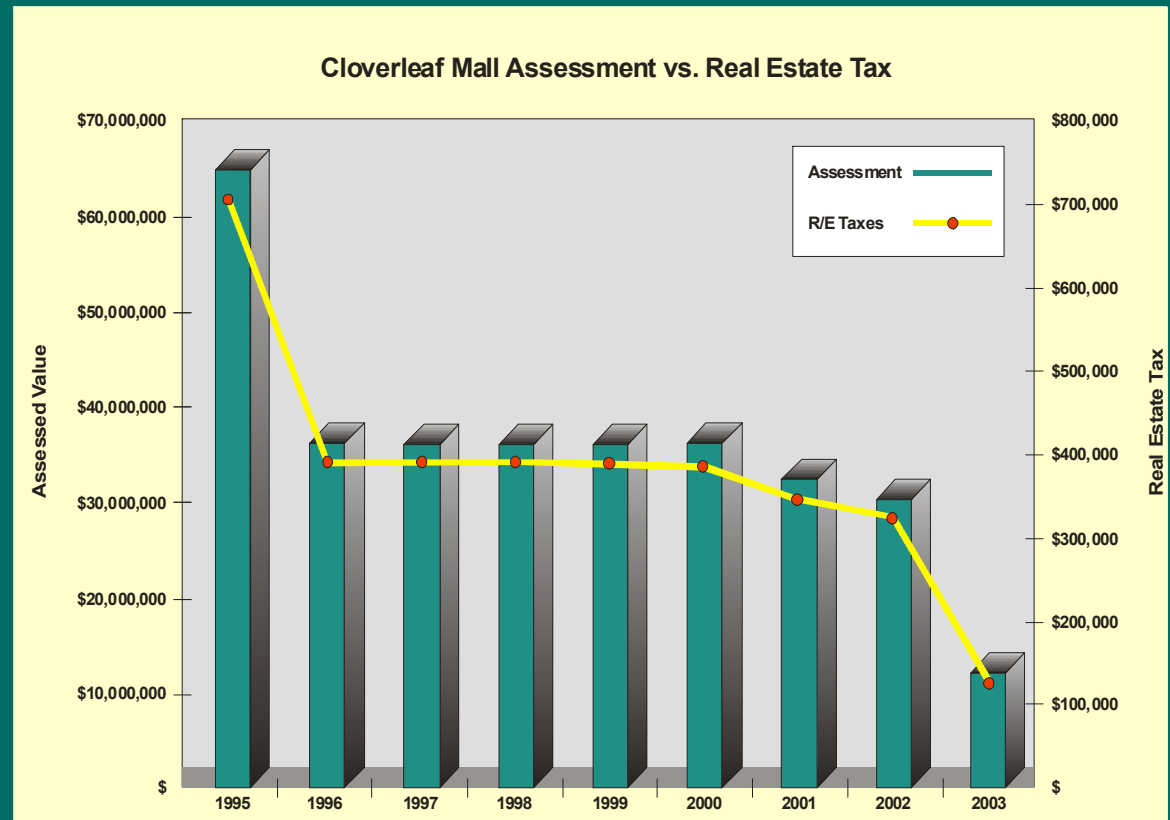
# Strategy

## 1. Hire

### Consultant

- Market Study
- “What should County government do?”

## 2. Urban Land Institute TAP







# Consultant/ULI Advise on Mall

1. Cloverleaf Mall – no future as regional mall
2. County must be pro-active
3. Redevelop as Mixed Use Center
4. County to recruit/partner with developer
5. Mall redevelopment key to corridor renewal



# Development Agreement

## January 2007

### County Obligations

- Acquire mall leases and close Mall
- Purchase Millmar Property
- Zoning
- Financial incentive acceptable to  
Crosland





# Crosland Plan

- Quality Mixed Use Project
- 400,000 sq. ft. office and retail planned
- 520 residential units
- Placemaking















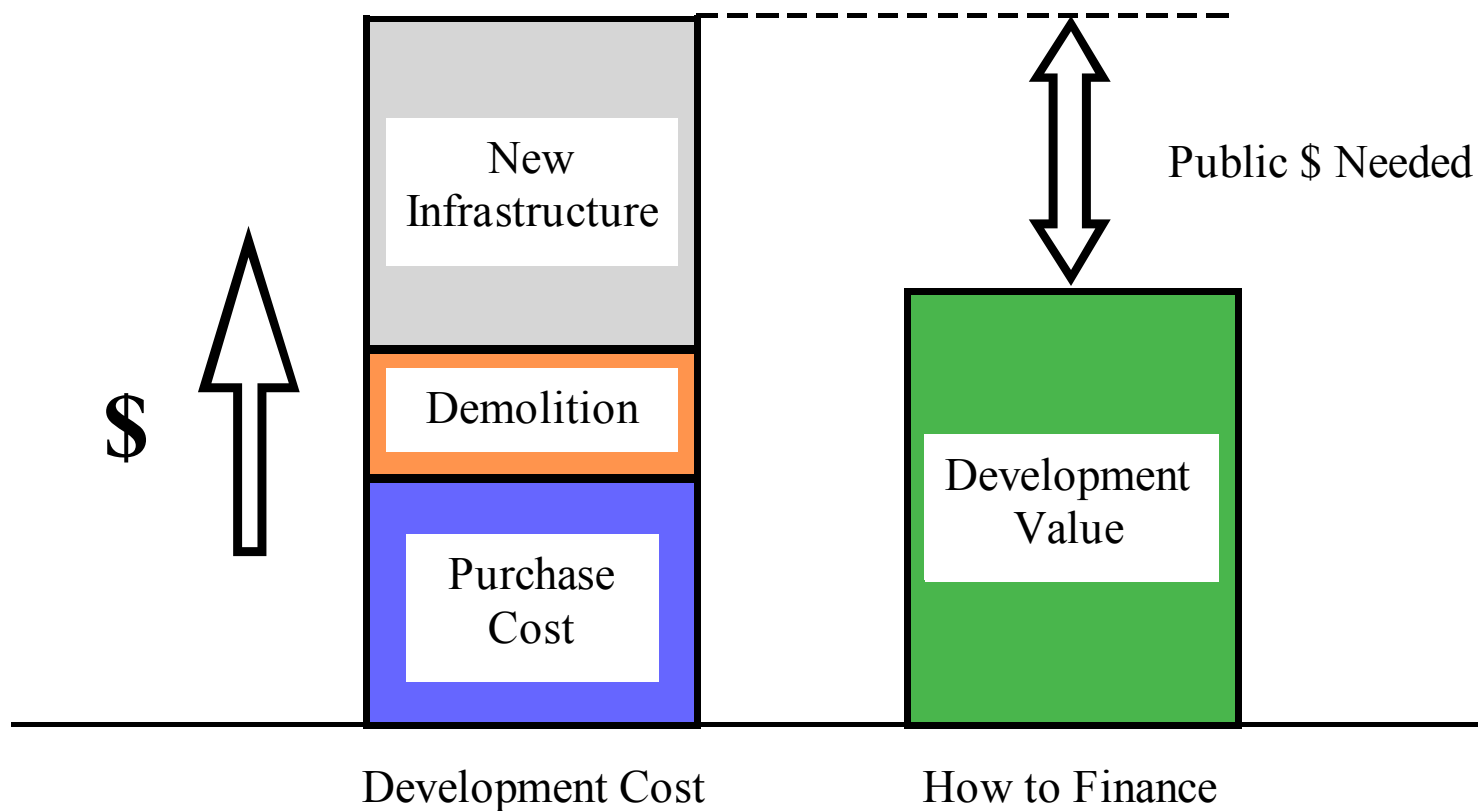








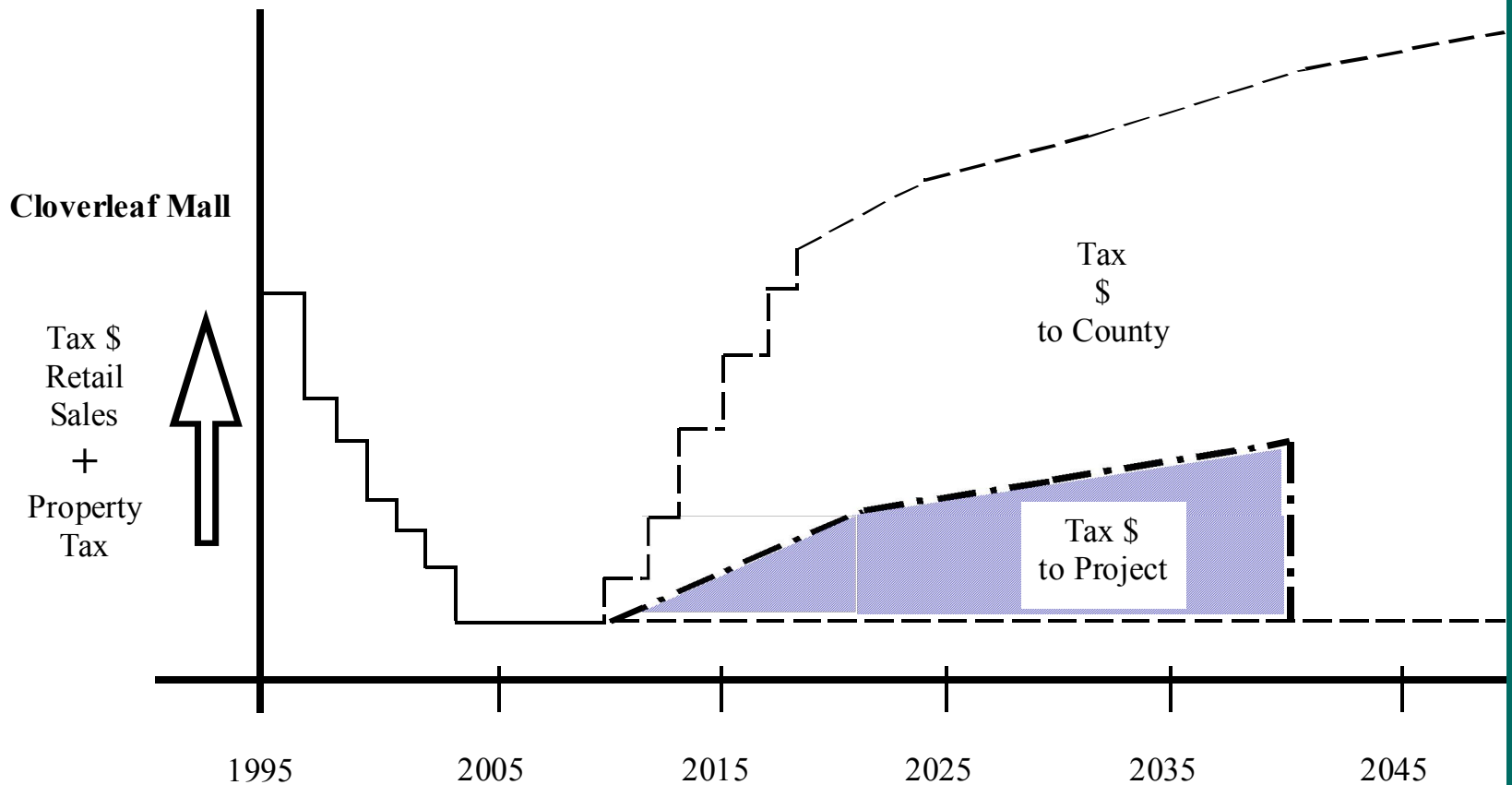
## Why public financial investment required?







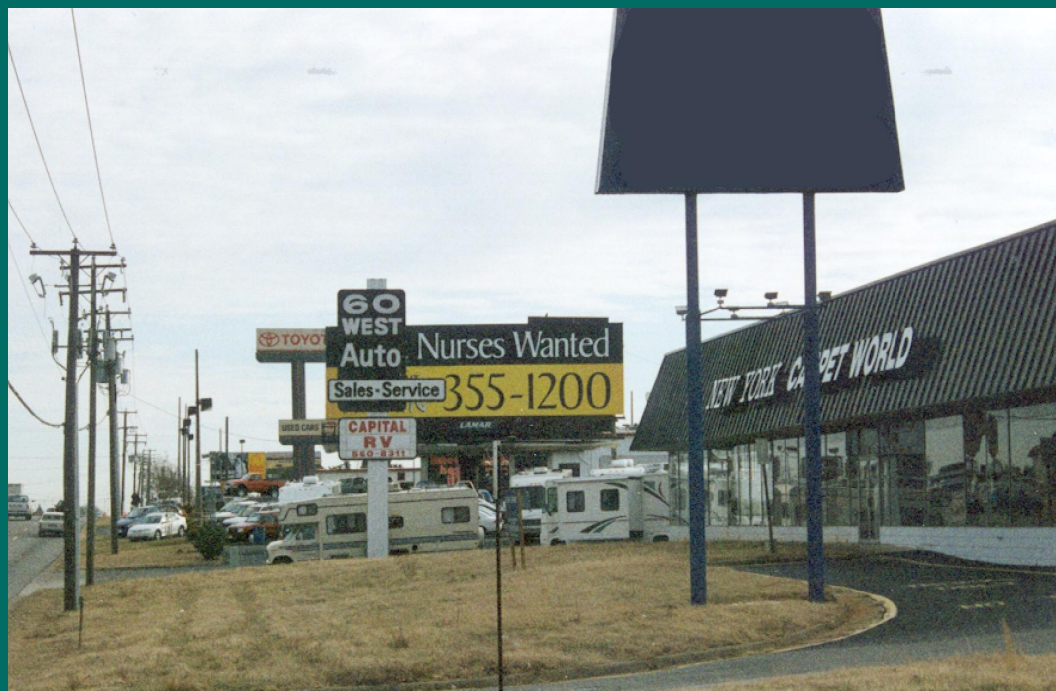
## How CDA Works to Finance Public Investment in Project?





# GOAL:

## Improve Eastern Midlothian Corridor







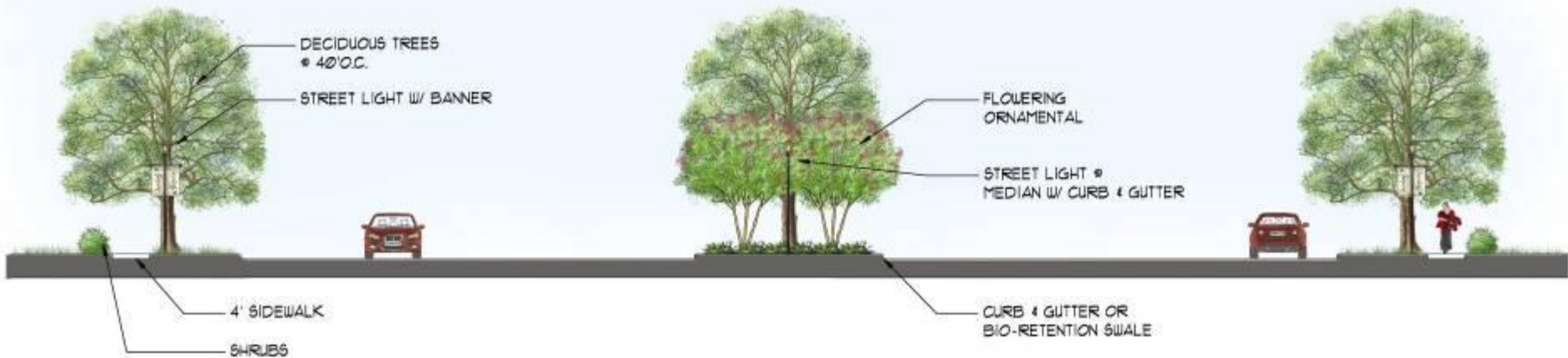
## E. Midlothian Corridor

- Improve vehicle and pedestrian circulation
- Improve connectivity





# Proposed Eastern Midlothian Turnpike Streetscape Improvements



EASTERN MIDLOTHIAN STREETScape - SECTION DETAIL

02.20.08

CHESTERFIELD COUNTY, VA

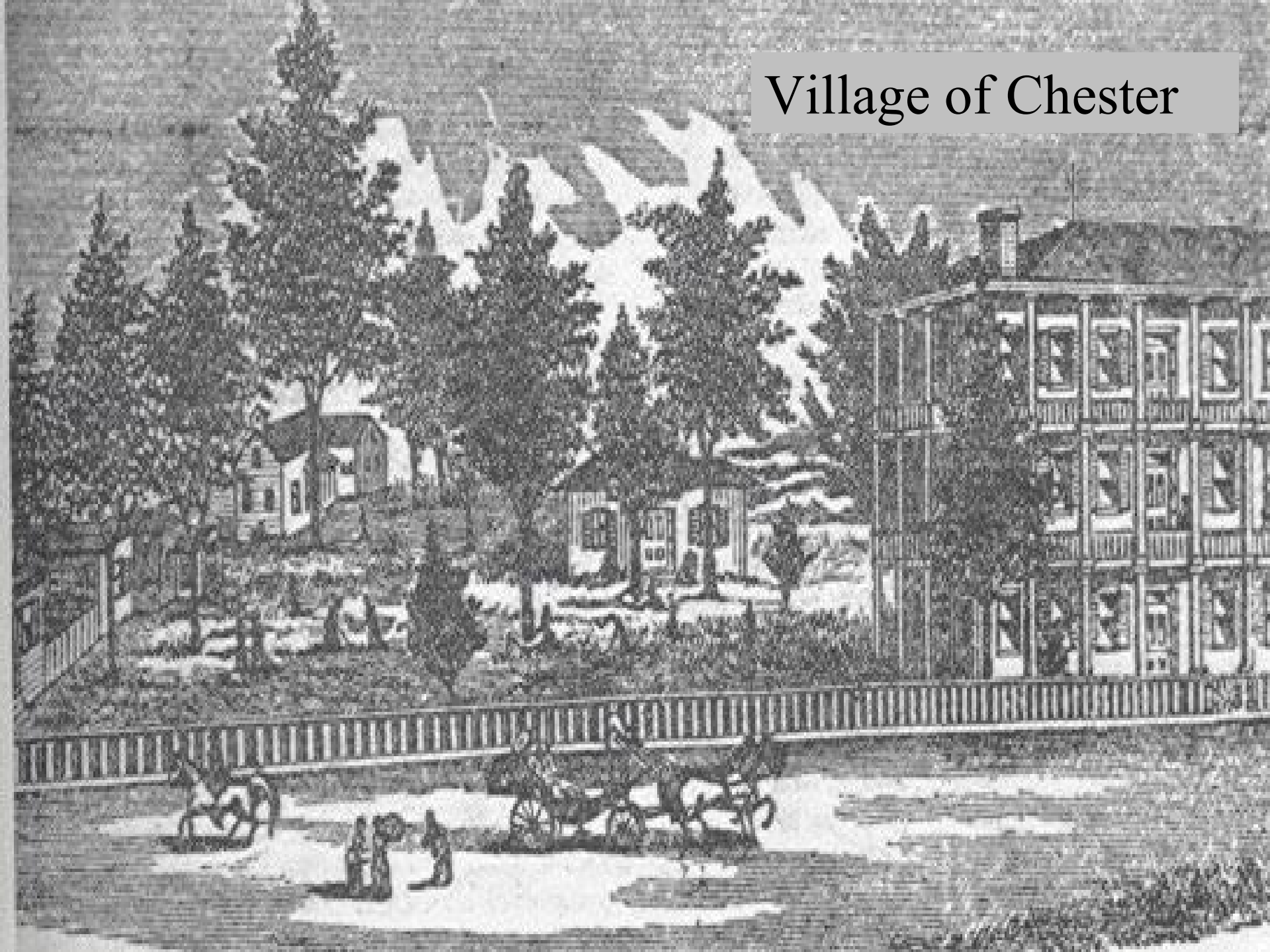


HIGGINS & GERSTENMAIER LANDSCAPE ARCHITECTURE LAND PLANNING





# Village of Chester





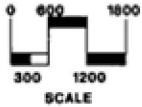


# Chester Village: Commercial Pattern

- Existing Commercial Uses
- Future Commercial Uses

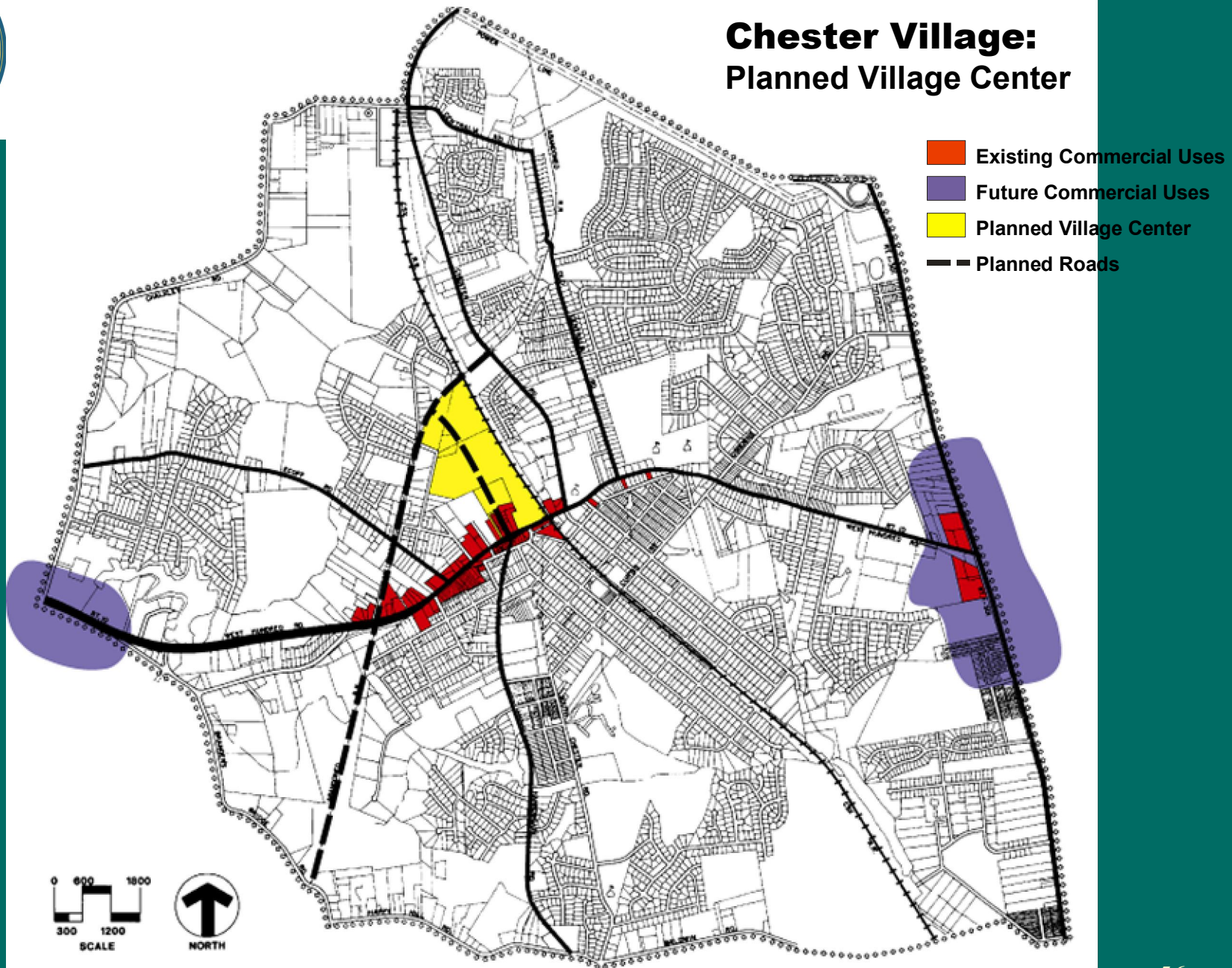
Walmart

- Home Depot
- Kohls
- K Mart
- Target
- Lowes

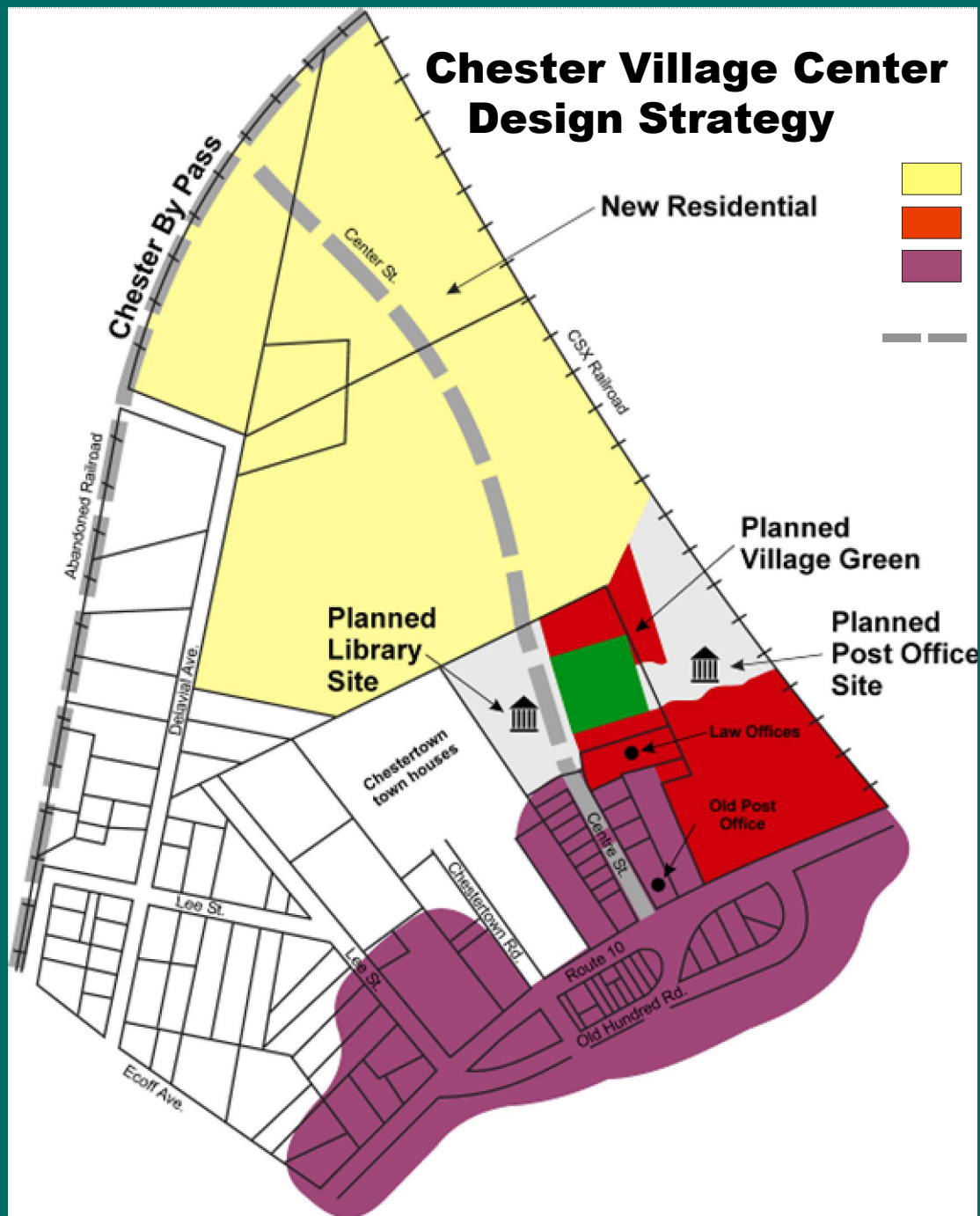




## Chester Village: Planned Village Center

















CHESTER ROTARY

J T MORPIS & S













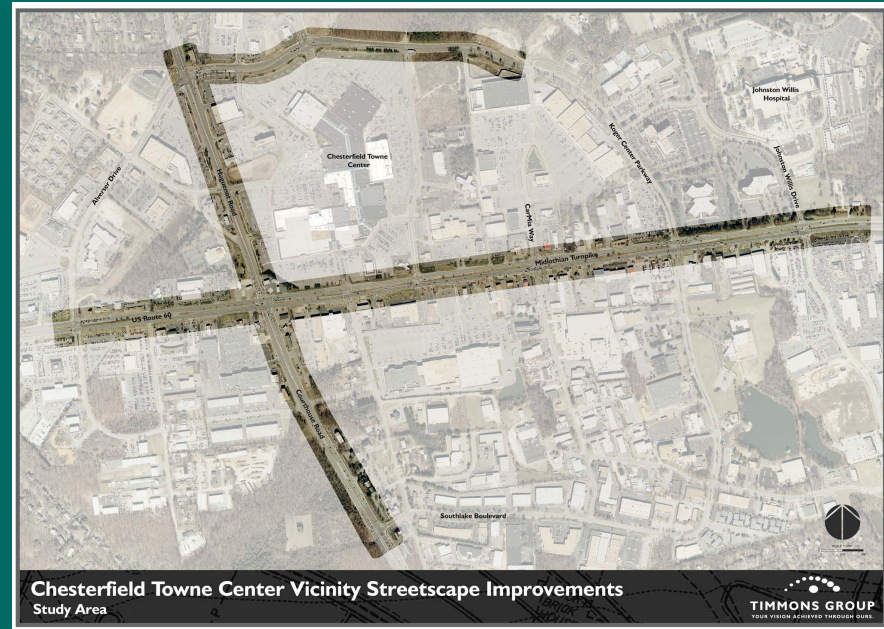
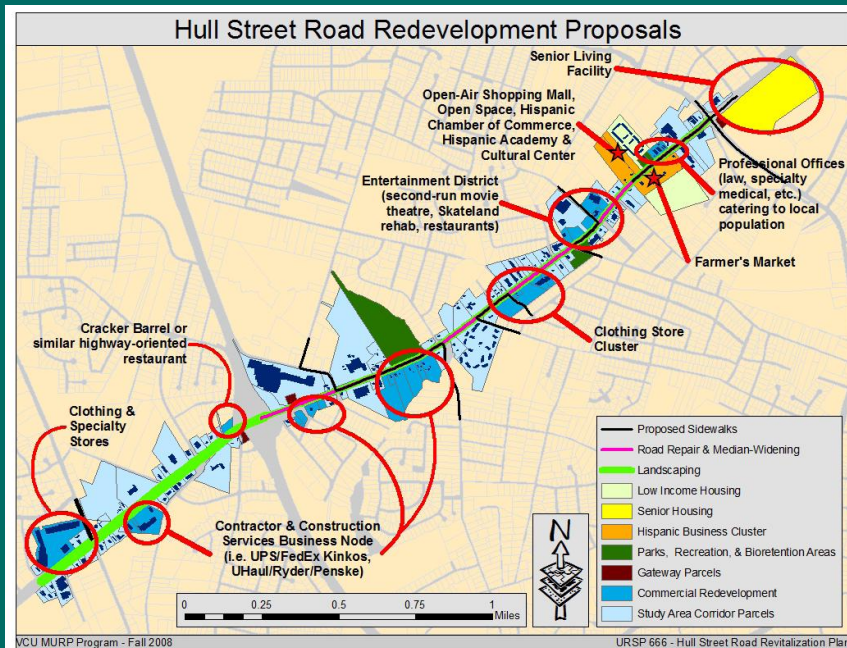
NESTLE  
VILLAGE  
GREEN







# New Revitalization Initiatives



Hull Street Road Corridor

Chesterfield Town Center Area



# Sustain Our Communities Committee

## Helping Communities Help Themselves

**Chesterfield Connections**  
Chesterfield County, Virginia

Residents | Businesses | Tourism/Leisure

SEARCH:  Find

Gateway Chesterfield | Government & Officials | County Departments | News & Events | Facts & Information | Public Safety | Services Index

Providing a FIRST CHOICE community through excellence in public service  
Información en Español

**Sections**

- [Revitalization Office Home](#)
- [Jefferson Davis Corridor](#)
- [Ettrick Village](#)
- [Ciderfest Mall](#)
- [Tools to Address and Prevent Blight](#)
- [Measurement of Community Health](#)
- [Sustain Our Communities Committee](#)
- [Community Revitalization Toolkit](#)
- [Community Organizations](#)
- [Contact: Revitalization Office](#)

**Revitalization Office**

**Sustain Our Communities Committee**

Citizens Helping Communities Help Themselves in Chesterfield

The SOCC was established by the Chesterfield County Board of Supervisors on December 13, 2008.

**BEFORE - Park Lee**      **AFTER - Winchester Green**

**SOCC tools to Educate, Involve, and Support Communities**

[Community Revitalization Toolkit](#) - Information on how to create and maintain successful civic organizations, which are vital to sustaining older residential and business areas in Chesterfield County.

[Citizen's Guide](#) - Quick access to Chesterfield County contacts

**careers**  
**CHESTERFIELD**  
ECONOMIC DEVELOPMENT  
Chesterfield County  
PUBLIC SCHOOLS



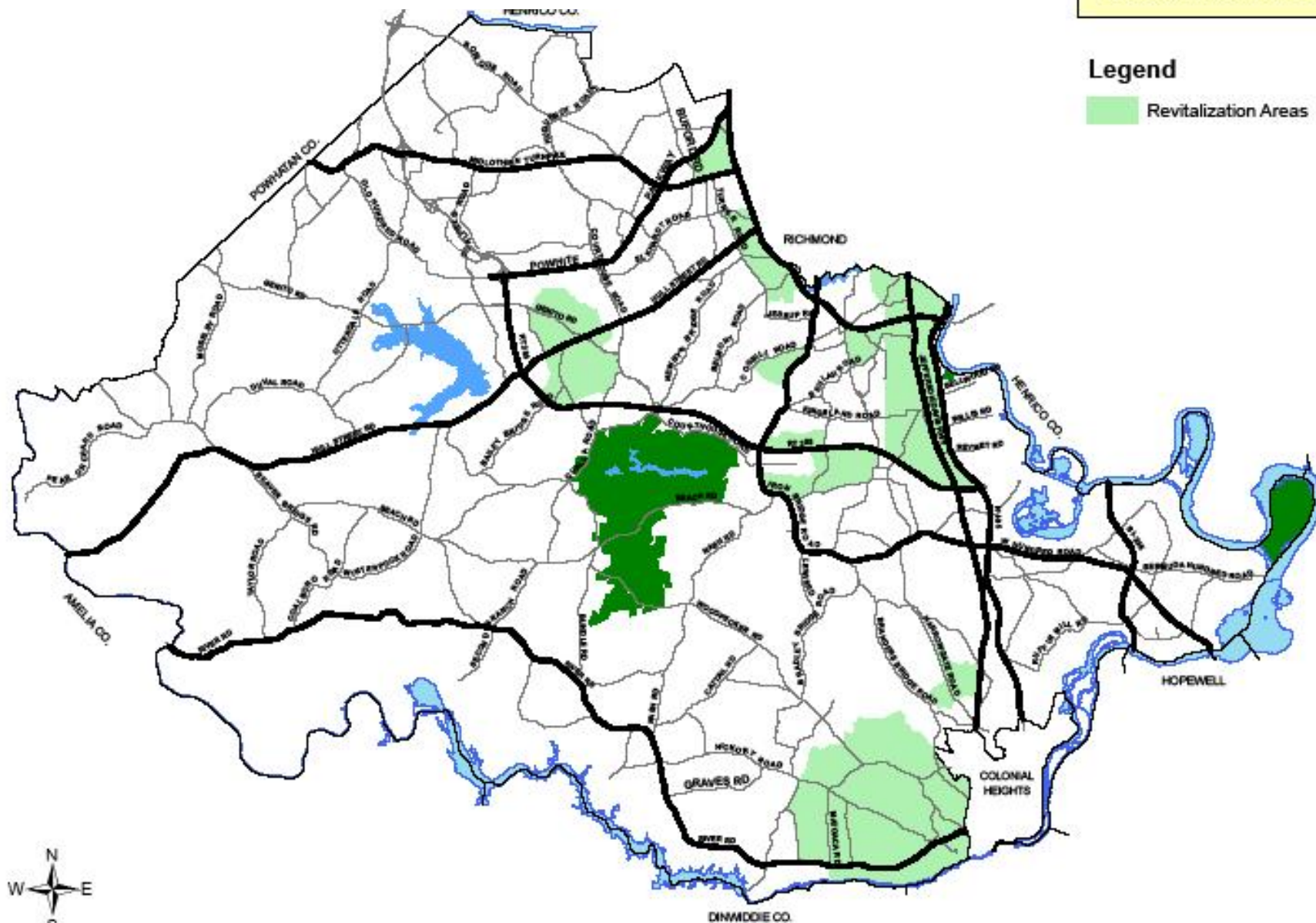
Chesterfield County

# Much More To Do

Potential  
Revitalization Areas

## Legend

Revitalization Areas

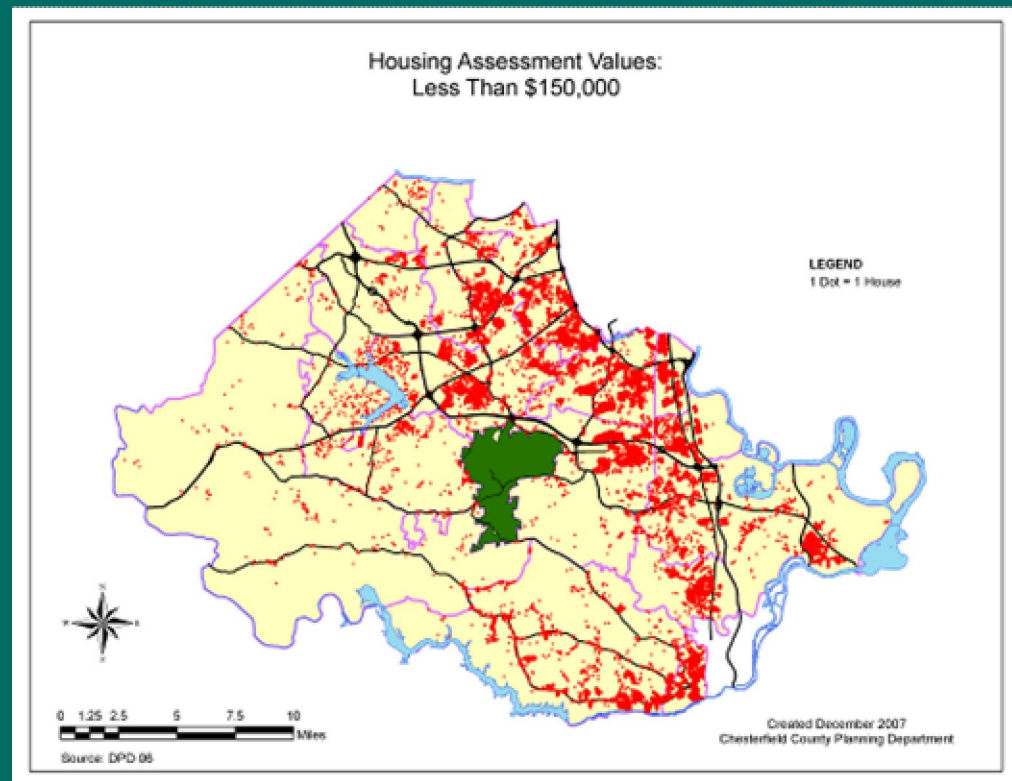




# Preventing Blight

Affordable Housing

Challenge —  
maintain  
neighborhood  
quality















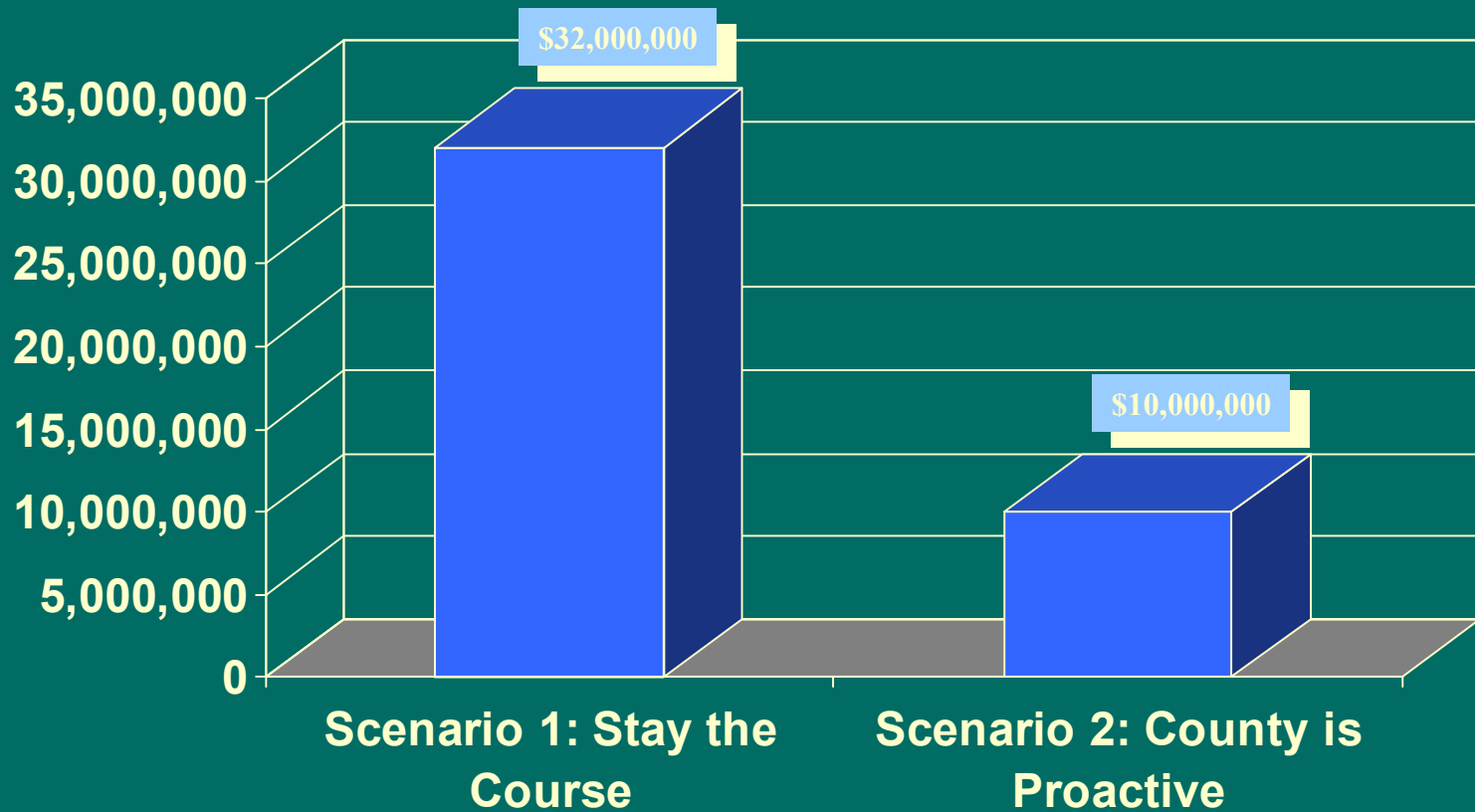




FOR LEASE  
The Home Depot  
848.0001



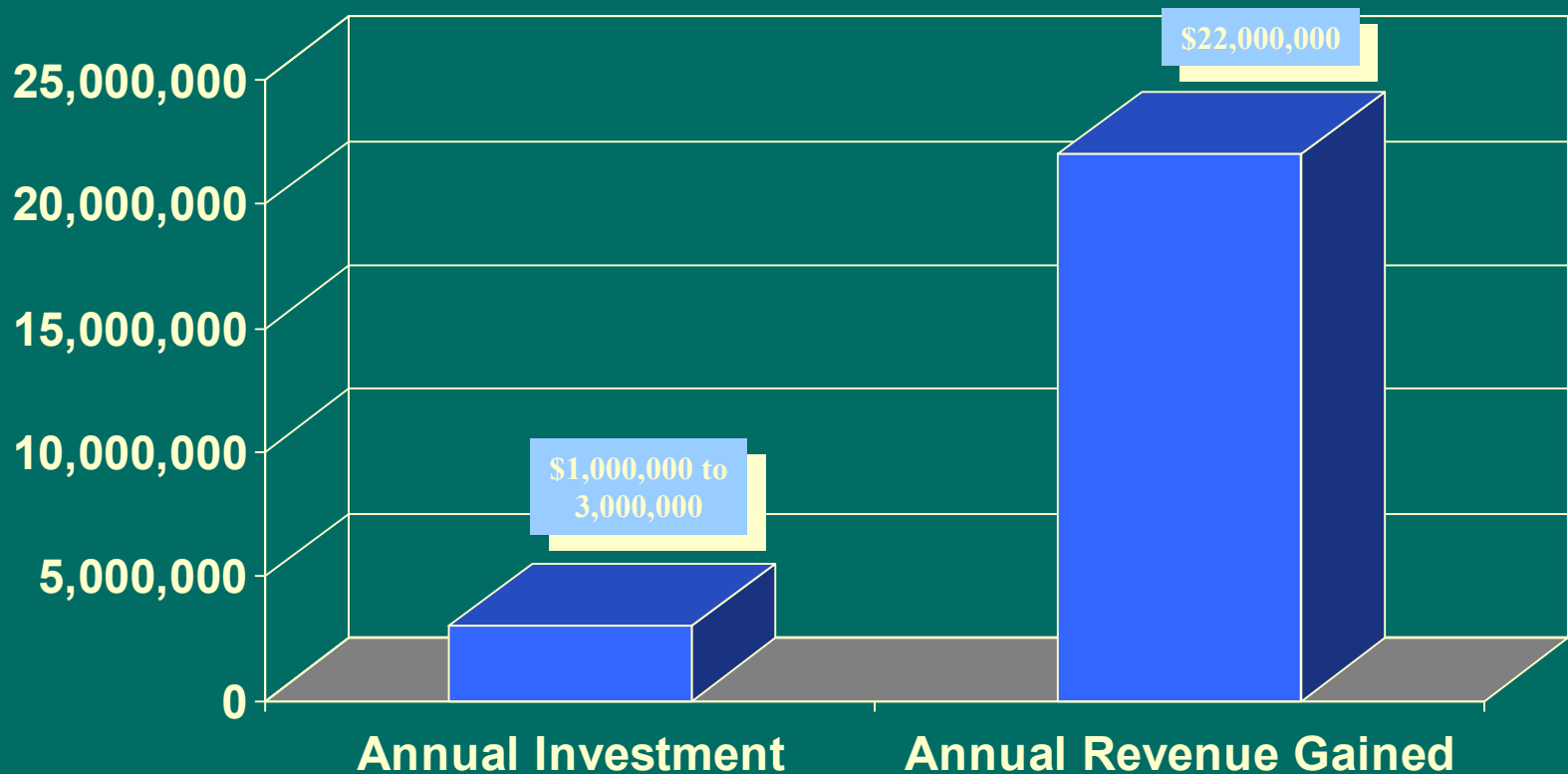
# Chesterfield County Cost of Blight in Year 2020







# Annual Projected Investment vs Revenue Gained in Year 2020





# How to Prevent Blight

1. Be Pro-active –
  - Citizens/Government
2. Maintain Buildings and Yards
  - Broken Window Theory
  - Code Enforcement/Incentives
3. Encourage New Development
4. Maintain Quality Schools







“An ounce of prevention  
is worth  
A pound of cure”